



Economy



Infrastructure
and Environment



Cabinet
Office

Economy and Planning Services Joint Approach

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1. Introduction

Effective joint working between economic development and planning services is essential to delivering sustainable growth. The Bridging Island Plan provides the strategic policy

framework to support economic growth alongside protection of the environment in the round. In Jersey, aligning the planning and economic policy areas presents an opportunity to shape a more resilient and forward-looking economy - one that is supported by an Island Plan and planning system that is responsive to the Island's evolving needs.

This joint approach has been developed by the Department for the Economy and Planning teams in both Strategic Policy, Planning and Performance (Placemaking and Spatial Planning) and Infrastructure and Environment (Development and Land: Planning Application Team) to formalise joint working. It sets out a phased approach to shared priorities, ensuring that planning decisions are informed by economic insight, and that economic strategies are grounded in spatial realities.

This document not only provides a foundation for the internal work underway and demonstrates joint working between departments but also serves as a clear statement of intent for the wider government and public. It reflects our shared commitment to transparency, collaboration, and strategic direction

2. Overview

The Minister for Sustainable Economic Development (MSED) has made it a strategic priority to ensure that economic considerations are more effectively integrated into decision-making processes, as set out in the Future Economy Programme (FEP) Delivery Framework for Sustainable Economic Development 2023-2026¹. This includes a commitment to aligning government services to support sustainable economic growth, with specific actions to improve the quality of economic insight embedded in planning process. The strategy also calls for a more responsive planning system and a future Island Plan review process that is agile, efficient, and accessible.

The MSED direction is reinforced by the Minister for the Environment (MENV), who publicly announced in February 2025, during a speech to the Chamber of Commerce, his commitment to giving greater weight to economic matters in the planning process. "Planning decisions are when sometimes competing objectives about supporting the economy, delivering homes and protecting the built and natural environment that we all enjoy need to be weighed.

[...]

I'm announcing here today that I would like to see more weight being given to economic matters in the decision-making process"

Minister Steve Luce, 12 February 2025

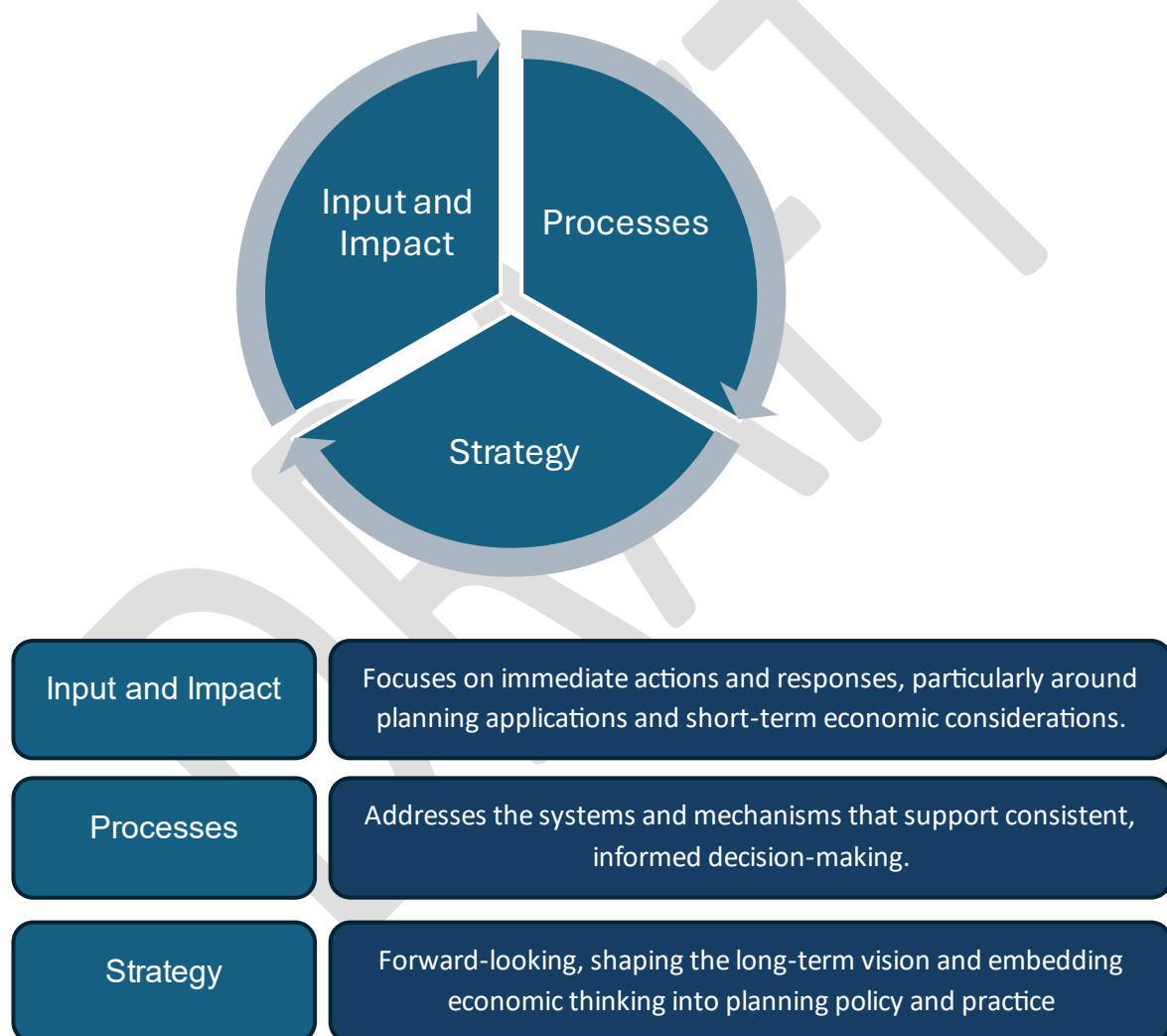
In pursuit of this and as part of Corporate Strategic Policy to reform planning services, a range of options have been presented to islanders as part of the Planning Service Review consultation in 2025.

¹ [Delivery Framework for Sustainable Economic Development 2023-26.pdf](#)

As planning is inherently about balancing needs and managing change, it must continuously adapt to remain relevant, effective, and fair. Balancing stability, in the form of key principles of good planning and adaptability, remains a consistent challenge. DfE and Planning services will work together using formal engagements and informal peer to peer discussions to ensure a responsive approach to economic challenges and opportunities.

3. Areas of Focus

To support implementation, there are three interconnected thematic areas of focus – Input and Impact, Processes and Strategy. These are not strictly defined by timeframes such as short, medium or long term, instead they represent a logical progression.



Each area builds on the progress of the previous, ensuring a cohesive and evolving approach. All workstreams aim to integrate economic considerations into the planning process, enabling evidence-based policies that support sustainable economic growth. To ensure the joint approach remains responsive and relevant, a structured review process will be put in place.

- Bi-annual Review meetings with both planning teams and economy known as 'Planning and Economy Joint Working Group'.
- Each working group will build on the areas of focus (summarised in section 4), setting out key milestones in the form of an action plan.

4. Objectives

The following section provides a short summary of the direction of travel across each of the three thematic areas. It expands on each area, outlining the agreed objectives that will guide joint working, while recognising that the specific actions to deliver these objectives will be developed over time.

Input and Impact

1a: Ensure economic weighting in the planning process

1b: Clarifying evidence requirements and strengthening submissions

2: Enhance Data collection and monitoring

3: Input into Building Standards Review

Objective 1a: Ensure economic weighting in the planning process.

To ensure planning decisions better reflect economic priorities, this objective focuses on embedding economic analysis and insight throughout the planning process. This involves clarifying the respective roles of the Department for the Economy and planning Services.

Actions within this objective could include improving the submission of economic evidence in planning applications and, subsequently, supporting objective analysis of such in reaching decisions. Clarifying the role of both departments clearly in the process and explore how to improve the weight of economic matters can be improved using Department for the Economy's stakeholder position as an objective consultee. The process by which economic considerations will be taken into account in decision making is to be agreed and set out clearly for internal use. Engagement with the Planning Application Team will also allow DfE to share insights on live applications and identify and articulate emerging issues.

To support this, informal guidance and targeted training may be developed for planning officers to help build internal capacity and knowledge to interpret and apply economic evidence effectively. There is also the opportunity to explore engagement with planning committee and develop an approach to build awareness of economic objectives and sector strategies and ensure the appropriate weight is given to these matters when making planning decisions.

Objective 1b: Clarifying evidence requirements and strengthening submissions

This objective aims to ensure that clear and consistent advice is available to support the framing of economic cases within the planning application process. The guidance would help applicants understand the type and quality of economic information expected, improving the consistency and relevance of submissions.

This work would be shaped collaboratively with the Planning Application Team (PAT) to ensure alignment with planning requirements and best fit within existing processes.

To ensure economic considerations are more effectively integrated into planning applications, and subsequently into decision-making, there is a need to clarify the information required to support economic arguments and develop a framework. This will help establish a consistent approach to how economic cases are made, both at application and pre-application stages.

Objective 2: Enhance Data Collection and Monitoring

Improving the quality and accessibility of data is essential for informed decision-making and policy making. This objective aims to identify, collect, and utilise key data to support planning and economic policy.

A review of existing data sources will identify opportunities to extract additional information from government systems to support informed policy development and decision making by DfE. Whether new system capabilities could support effective monitoring, including identifying valuable data fields and reporting functions, may be explored further. Consultation with relevant departments may help determine what economic data could be collected at source, with findings shared to inform practice. As systems develop it may be appropriate to ensure key economic data fields are included aiming to show how reporting tools can support policy development.

Objective 3: Input into Building Standards Review

This objective seeks to ensure that the Economy team contributes meaningfully to the ongoing review of the Jersey Building Byelaws and associated Technical Guidance Documents (TGDs). The review is structured around three key workstreams: Safety, Net Zero, and Accessibility and Home Standards.

Building standards play a critical role in shaping the quality, sustainability, and functionality of Jersey's built environment. They influence not only how buildings are constructed, but also how they support broader economic and environmental goals such as enabling innovation in construction, supporting the transition to a low-carbon economy, and ensuring homes and workplaces are accessible and fit for purpose.

DfE's input will help to ensure that the revised standards strike the right balance between regulatory ambition and economic feasibility. The review also carries the potential to identify opportunities such as supporting the local economy, encouraging investment and developing skills.

Processes

4: Develop a unified vision for Jersey's economic and planning spatial policy.

5: Provide Economic Input into Planning Services Reform (PSR) Workstream

Objective 4: Develop a unified vision for Jersey's economic and planning spatial policy.

This objective seeks to align ambitions for vibrant, future-fit communities ambitions with spatial planning by analysing sector needs, ensuring a measured response to planning and spatial challenges and shaping a shared long-term vision for Jersey balancing the need for economic development, housing and public services and the environment.

Planning must balance stability with adaptability. The contemporary challenges are threefold:

- **Environmental Challenges:** Tackle climate change and biodiversity loss with proactive planning.
- **Economic Shifts:** Adapt to evolving economic conditions to support investment and innovation.
- **Societal Needs:** Address population growth, ageing demographics, and housing/community demands.

The delivery of economic focus in planning spatial policy could be evidenced by undertaking a comprehensive analysis of Jersey's current economic challenges, supported by Objective 2, seeking alignment with strategic spatial planning policy. Understanding how key sectors are using land with knowledge of existing infrastructure challenges and spatial constraints that may limit growth will help shape future policy responses.

Understanding how planning can support the delivery of the Future Economy Programme, including research into the spatial requirements of emerging industries - such as land needs, location preferences, or potential hubs, for example, will assist in delivering a flexible future-focused economy, aligned with place and strategic planning policy.

To better understand planning-related concerns for business, structured engagement will continue. The DfE may be able to engage with landowners and site promoters early in the process, at pre application stages, to best support future economic endeavour and entrepreneurship.

At the time evidence for the new Island Plan is being gathered, DfE can support local business, land owners and others to help identify future sites to be considered through the Island Plan policy and land use choices. At a suitable stage in the plan-making process there

is scope to establish a steering group for larger sites to help to support strategic planning and evidence gathering.

Objective 5: Provide Economic Input into Planning Services Reform (PSR) Workstream

This objective ensures that economic considerations are embedded in emerging work on planning service reform (PSR). The proposed changes to the General Development Order (GDO); the Appeals review; and the Plan-making consultation will provide an opportunity for DfE and MSED to formally respond to embed economic policy directions.

This builds on the initial engagement with PSR to ensure economic considerations are part of the emerging work within each of the themes. Continued cooperation between DfE and planning services will assist in delivering a more integrated approach: taking into account economic priorities.

Strategy

6a: Policy Development for Island Plan - Evaluate Economic Impact of Policies

6b: Policy Development for Island Plan - Supporting Policy Development

Objective 6a: Policy Development for Island Plan - Evaluate Economic Impact of Policies

To ensure planning policies support economic growth, this objective focuses on reviewing existing policies and assessing their impact from an economic perspective to inform future policy development.

The bridging Island Plan has a performance framework, which aims to review policy performance in the life of the Plan: Volume Four with 17 economic factors measured. This data is helpful in reviewing future planning policy direction.

There is scope to review the monitoring areas directly related to economic performance to assess economic strengths and weaknesses. In this, consideration could be given to how best to capture economic input from stakeholders including all Jersey's businesses to inform this work. Insights gathered through this engagement could shape the development of future economic policy.

Objective 6b: Policy Development for Island Plan - Supporting Policy Development

This objective supports the development planning policies that are supported by economic evidence and insight.

This could involve active participation by the DfE in the emerging policy directions and evidence gathering. Management of an emerging Island Plan will have a board governance structure, and DfE will be a key contributor to this. Understanding economic outcomes will be informed by relevant and robust evidence and by working collectively to develop policies that reflect economic priorities.

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